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TvB

TRENDS IN VIEWING

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.

October 1986

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

TRENDS IN VIEWING
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HOURS OF TV USAGE
Per TV Home Per Day

	1979	1980	1981	1982	1983	1984	1985	1986
Jan	7:20	7:18	7:35	7:47	7:38	7:53	(7:58)	7:52
Feb	7:11	7:22	7:23	7:22	7:33	7:38	(7:49)	7:48
Mar	6:41	7:05	7:07	7:08	7:16	(7:31)	7:20	7:26
Apr	6:26	6:38	6:44	6:53	(7:19)	7:17	7:04	7:07
May	5:53	6:07	6:19	6:16	6:39	(6:45)	6:36	6:44
Jun	5:50	5:55	6:05	6:13	6:23	6:30	(6:41)	6:31
Jul	5:46	5:48	6:00	6:09	6:23	6:26	6:34	(6:37)
Aug	5:55	6:00	6:16	6:17	6:25	(6:46)	6:41	6:35
Sep	6:16	6:16	6:21	6:28	6:41	6:45	(6:54)	
Oct	6:32	6:40	6:52	6:43	6:59	7:07	(7:11)	
Nov	6:56	7:02	7:05	7:01	7:30	7:26	(7:37)	
Dec	6:53	7:05	7:16	7:16	(7:37)	7:27	7:34	
Yearly Average	6:28	6:36	6:45	6:48	7:02	7:08	(7:10)	
Year-to-date	6:23	6:32	6:41	6:46	6:57	(7:06)	7:05	7:05

( ) All Time High

Source: A.C. Nielsen

Time Spent Viewing: Over-the-Air Vs. Cable

In The Average TV Household

Average Time Spent Per Household Per Day

		Over-The-Air	Change in Mins.	% Total Viewing	Cable Orig.	Change in Mins.	% Total Viewing	Pay Cable	Change in Mins.	% Total Viewing
1984	Jan	7:35	+17	89	:29	+12	6	:24	+1	5
	Feb	7:09	- 2	89	:27	+ 8	6	:24	-	5
	Mar	7:05	+ 9	89	:29	+ 9	6	:24	+4	5
	Apr	6:42	-16	88	:29	+ 9	6	:24	+2	6
	May	6:10	-10	88	:29	+ 9	6	:24	+4	6
	Jun	6:00	+ 3	87	:27	+ 8	7	:26	+2	6
	Jul	5:48	- 9	86	:29	+ 9	7	:29	+3	7
	Aug	6:07	+11	88	:27	+ 7	6	:27	+1	6
	Sep	6:12	- 4	88	:29	+ 7	7	:23	-1	5
	Oct	6:35	- 1	88	:32	+10	7	:23	-	5
	Nov	6:53	-12	87	:32	+ 8	7	:26	+2	6
	Dec	6:55	-18	88	:32	+ 5	7	:24	+1	5
Average		6:36	- 3	88	:29	+ 8	7	:25	+2	5
1985	Jan	7:32	- 3	88	:35	+ 6	7	:26	+2	5
	Feb	7:13	+ 4	88	:36	+ 9	7	:26	+2	5
	Mar	6:43	-17	87	:35	+ 6	7	:26	+2	6
	Apr	6:23	-19	86	:35	+ 6	8	:26	+2	6
	May	6:00	-10	87	:30	+ 1	7	:24	-	6
	Jun	6:01	+ 1	86	:32	+ 5	7	:29	+3	7
	Jul	5:44	- 4	84	:35	+ 6	9	:30	+1	7
	Aug	5:54	-13	84	:35	+ 8	8	:33	+6	8
	Sep	6:13	+ 1	86	:35	+ 6	8	:27	+4	6
	Oct	6:35	-	87	:32	-	7	:26	+3	6
	Nov	6:59	+ 6	88	:33	+ 1	7	:26	-	5
	Dec	6:56	+ 1	88	:35	+ 3	7	:24	-	5
Average		6:31	- 5	87	:34	+ 5	7	:27	+2	6
1986	Jan	7:18	-14	88	:35	-	7	:24	-2	5
	Feb	7:13	-	88	:37	+ 1	8	:22	-4	4
	Mar	6:48	+ 5	87	:37	+ 2	8	:22	-4	5
	Apr	6:30	+ 7	87	:37	+ 2	8	:23	-3	5
	May	6:12	+12	88	:35	+ 5	8	:19	-5	4
	Jun	5:54	- 7	86	:35	+ 3	9	:22	-7	5
	Jul	5:56	+12	86	:35	-	8	:24	-6	6
	Aug	5:48	- 6	86	:35	-	8	:24	-9	6

Source: A.C. Nielsen (NTI), Cable TV - A Status Report

HOURS OF TV USAGE
Per Person Per Day

		1979	1980	1981	1982	1983	1984	1985	1986
Men 18+	Feb	4:06	4:21	4:21	4:14	4:23	4:21	4:21	4:20
	Mar	NA	4:03	4:13	4:03	4:11	4:11	4:07	4:07
	Apr	3:40	3:51	3:57	3:50	4:08	3:59	3:54	3:47
	May	3:13	3:28	3:36	3:30	3:38	3:43	3:34	3:41
	July	3:03	3:16	3:11	3:22	3:26	3:22	3:31	3:29
	Oct	3:47	3:55	4:02	3:52	4:02	4:02	4:01	
	Nov	3:55	4:06	4:11	3:56	4:19	4:09	4:18	
	Dec	4:00	4:11	4:23	4:10	4:21	4:16	4:12	
Women 18+	Feb	5:10	5:15	5:11	5:10	5:01	5:09	5:21	5:21
	Mar	NA	4:58	4:56	4:50	4:47	5:00	4:57	5:01
	Apr	4:28	4:42	4:33	4:38	4:47	4:52	4:49	4:48
	May	4:07	4:21	4:18	4:12	4:21	4:33	4:29	4:33
	July	3:54	4:04	3:54	4:02	4:05	4:09	4:24	4:33
	Oct	4:34	4:32	4:35	4:29	4:37	4:47	4:51	
	Nov	4:45	4:47	4:49	4:35	4:57	5:03	5:08	
	Dec	4:42	4:45	4:50	4:45	5:00	5:01	5:01	
Teens 12-17	Feb	3:27	3:33	3:40	3:15	3:36	3:47	3:46	3:42
	Mar	NA	3:03	3:07	3:03	3:35	3:31	3:16	3:13
	Apr	3:04	3:17	2:56	3:08	3:40	3:25	3:21	3:04
	May	2:47	2:45	2:43	2:35	3:05	3:01	2:47	2:45
	July	3:38	3:43	3:28	3:39	4:05	3:53	3:54	4:08
	Oct	3:05	3:01	2:47	3:13	3:21	2:48	3:06	
	Nov	3:25	3:17	2:55	3:13	3:33	3:13	3:22	
	Dec	3:12	3:23	3:06	3:31	3:36	3:24	3:24	
Children 2-11	Feb *	4:21	4:07	4:07	4:07	3:54	4:03	4:25	4:02
	Mar	NA	3:57	3:49	3:40	3:57	3:53	3:52	3:43
	Apr	3:45	3:42	3:31	3:47	3:58	3:47	3:47	3:24
	May	3:02	3:02	3:00	2:51	3:00	3:20	3:10	3:01
	July	3:11	3:17	3:23	3:44	3:30	3:44	3:47	3:47
	Oct *	3:21	3:32	3:23	3:12	3:14	3:22	3:25	
	Nov	3:43	3:52	3:40	3:31	3:41	3:54	3:58	
	Dec *	3:43	3:59	3:47	3:43	3:53	3:58	3:56	

( ) All Time High

Source: Television Bureau of Advertising (TvB)
from data supplied A.C. Nielsen

* Record set prior to 1979

TIME SPENT VIEWING
Per TV Home--Per Day
Annual Averages

1950	4 hr. 35 min.	1970	5 hr. 56 min.
1951	4 hr. 43 min.	1971	6 hr. 2 min.
1952	4 hr. 49 min.	1972	6 hr. 12 min.
1953	4 hr. 40 min.	1973	6 hr. 15 min.
1954	4 hr. 46 min.	1974	6 hr. 14 min.
1955	4 hr. 51 min.	1975	6 hr. 7 min.
1956	5 hr. 1 min.	1976	6 hr. 18 min.
1957	5 hr. 9 min.	1977	6 hr. 10 min.
1958	5 hr. 5 min.	1978	6 hr. 17 min.
1959	5 hr. 2 min.	1979	6 hr. 28 min.
1960	5 hr. 6 min.	1980	6 hr. 36 min.
1961	5 hr. 7 min.	1981	6 hr. 45 min.
1962	5 hr. 6 min.	1982	6 hr. 48 min.
1963	5 hr. 11 min.	1983	7 hr. 2 min.
1964	5 hr. 25 min.	1984	7 hr. 8 min.
1965	5 hr. 29 min.	1985	7 hr. 10 min.
1966	5 hr. 32 min.		
1967	5 hr. 42 min.		
1968	5 hr. 46 min.		
1969	5 hr. 50 min.		

Source: A.C. Nielsen Co.

Target Demo: ADULTS IN HOUSEHOLDS $40,000+

Universe Estimate - Men 26,600,000
Women 24,990,000

Time Spent With TV Daily

In $40,000+ Households

Men	3 hrs. 20 mins.
Women	4 hrs. 6 mins.

TV Usage By Daypart(1)

	Men		Women	
	-----Avg. Minute % Viewing -----			
	%	TDI(2)	%	TDI(2)
Mon-Fri 7am-10am	5.4	47	10.3	90
10am-1pm	4.8	36	12.8	97
1pm-4:30pm	6.4	38	16.3	97
4:30pm-7:30pm	19.9	66	26.3	87
Mon-Sun 7:30pm-8pm	33.6	81	39.0	94
8pm-11pm	38.5	91	44.3	105
11pm-11:30pm	29.2	109	29.7	110
11:30pm-1am	16.4	113	15.2	105
Sat 7am-1pm	8.0	49	9.2	56
1pm-4:30pm	19.5	100	13.5	69
4:30pm-7:30pm	25.9	93	24.2	87
Sun 7am-1pm	10.3	71	10.8	74
1pm-4:30pm	22.0	102	18.4	85
4:30pm-7:30pm	32.4	102	31.1	98

(1) Based on EST, except EST + 3 hours in Pacific Territory.

(2) Target Demo Index
The larger the index the greater the proportion of target demos to total viewers. (Persons 2+=100)

Source: A.C. Nielsen
NTI/NAD Report
March 1986

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TvB

TRENDS
IN VIEWING

Prepared by the Research Department

April 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

TRENDS IN VIEWING

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Highlights

* With postings of 7hrs. 50mins. in January, 7hrs. 35mins. in February, and 7hrs. 26 mins. in March the first quarter 1987 average for daily household viewing of television reached 7hrs. 37mins. which is five minutes behind the record setting pace of 7:42 set in 1985 and 1986. (see page 3)

* Over-the-air viewing dropped to a 85% share of all household viewing during the first quarter of 1987. Cable origination gained two share points and now accounts for 10% of the total. Pay cable held at a 5% share. (see page 4)

* Women 18+ set a viewing record of 5hrs. 4mins. in March. While Men 18+ topped the four hour mark in both Febuary and March, they were off the record pace. Teens and Children viewing were off again in both those months. (see page 5)

* On an annual basis, household TV viewing topped the five hour mark for the first time in 1956 with a 5hr. 1min. daily average. Fifteen years later (1971) the six hour level was reached with a 6:02. Twelve years later (1983) the seven hour mark was topped with a 7:02. (see page 6)

* The target demographics featured in this issue are very broad ones but also a very popular ones; Women 18-49 and Women 25-54. There are 57.4 million women 18-49 and 49.8 million women 25-54 in TV households. Both groups view well over four hours a day and can be reached efficiently in many dayparts including early morning, daytime, prime access, prime and late night. (see page 7)

HOURS OF TV USAGE
Per TV Home Per Day

	1980	1981	1982	1983	1984	1985	1986	1987
Jan	7:18	7:35	7:47	7:38	7:53	**7:58**	7:52	7:50
Feb	7:22	7:23	7:22	7:33	7:38	**7:49**	7:48	7:35
Mar	7:05	7:07	7:08	7:16	**7:31**	7:20	7:26	7:26
Apr	6:38	6:44	6:53	**7:19**	7:17	7:04	7:07	
May	6:07	6:19	6:16	6:39	**6:45**	6:36	6:44	
Jun	5:55	6:05	6:13	6:23	6:30	**6:41**	6:31	
Jul	5:48	6:00	6:09	6:23	6:26	6:34	**6:37**	
Aug	6:00	6:16	6:17	6:25	**6:46**	6:41	6:35	
Sep	6:16	6:21	6:28	6:41	6:45	**6:54**	6:49	
Oct	6:40	6:52	6:43	6:59	7:07	**7:11**	7:08	
Nov	7:02	7:05	7:01	7:30	7:26	**7:37**	7:27	
Dec	7:05	7:16	7:16	**7:37**	7:27	7:34	7:28	
Yearly Average	6:36	6:45	6:48	7:02	7:08	**7:10**	7:08	
Year-to-Date	7:15	7:21	7:26	7:29	7:41	**7:42**	**7:42**	7:37

All Time High

Source: A.C. Nielsen

Time Spent Viewing: Over-the-Air Vs. Cable In The Average TV Household

Average Time Spent Per Household Per Day

		Over Air	Chg.*	% of Total	Cable Orig.	Chg.*	% of Total	Pay Cable	Chg.*	% of Total
1985	Jan	7:32	-3	88	:35	+6	7	:26	+2	5
	Feb	7:13	+4	88	:36	+9	7	:26	+2	5
	Mar	6:43	-17	87	:35	+6	7	:26	+2	6
	Apr	6:23	-19	86	:35	+6	8	:26	+2	6
	May	6:00	-10	87	:30	+1	7	:24	-	6
	Jun	6:01	+1	86	:32	+5	7	:29	+3	7
	Jul	5:44	-4	84	:35	+6	9	:30	+1	7
	Aug	5:54	-13	84	:35	+8	8	:33	+6	8
	Sep	6:13	+1	86	:35	+6	8	:27	+4	6
	Oct	6:35	-	87	:32	-	7	:26	+3	6
	Nov	6:59	+6	88	:33	+1	7	:26	-	5
	Dec	6:56	+1	88	:35	+3	7	:24	-	5
	Average	6:31	-5	87	:34	+5	7	:27	+2	6
1986	Jan	7:18	-14	88	:35	-	7	:24	-2	5
	Feb	7:13	-	88	:37	+1	8	:22	-4	4
	Mar	6:48	+5	87	:37	+2	8	:22	-4	5
	Apr	6:30	+7	87	:37	+2	8	:23	-3	5
	May	6:12	+12	88	:35	+5	8	:19	-5	4
	Jun	5:54	-7	86	:35	+3	9	:22	-7	5
	Jul	5:56	+12	86	:35	-	8	:24	-6	6
	Aug	5:48	-6	86	:35	-	8	:24	-9	6
	Sep	6:12	-1	87	:36	+1	8	:22	-5	5
	Oct	6:32	-3	87	:36	+4	8	:20	-6	5
	Nov	6:50	-9	87	:39	+6	8	:22	-4	5
	Dec	6:50	-6	86	:42	+7	9	:24	-	5
	Average	6:30	-1	87	:37	+3	8	:22	-5	5
1987	Jan	7:08	-10	86	:43	+8	9	:24	-	5
	Feb	6:50	-23	85	:46	+9	10	:23	+1	5
	Mar	6:40	-8	85	:45	+8	10	:24	+2	5

* Change in number of minutes from the same month of the previous year.

Source: A.C. Nielsen (NTI), Cable TV - A Status Report

HOURS OF TV USAGE
Per Person Per Day

		1980	1981	1982	1983	1984	1985	1986	1987
Men 18+	Feb	4:21	4:21	4:14	**4:23**	4:21	4:21	4:20	4:14
	Mar	4:03	**4:13**	4:03	4:11	4:11	4:07	4:07	4:05
	Apr	3:51	3:57	3:50	**4:08**	3:59	3:54	3:47	
	May	3:28	3:36	3:30	3:38	**3:43**	3:34	3:41	
	Jul	3:16	3:11	3:22	3:26	3:22	**3:31**	3:29	
	Oct	3:55	4:02	3:52	4:02	4:02	4:01	**4:04**	
	Nov	4:06	4:11	3:56	**4:19**	4:09	4:18	4:06	
	Dec	4:11	**4:23**	4:10	4:21	4:16	4:12	4:12	
Women 18+	Feb	5:15	5:11	5:10	5:01	5:09	**5:21**	**5:21**	5:12
	Mar	4:58	4:56	4:50	4:47	5:00	4:57	5:01	**5:04**
	Apr	4:42	4:33	4:38	4:47	**4:52**	4:49	4:48	
	May	4:21	4:18	4:12	4:21	**4:33**	4:29	**4:33**	
	Jul	4:04	3:54	4:02	4:05	4:09	4:24	**4:33**	
	Oct	4:32	4:35	4:29	4:37	4:47	**4:51**	4:50	
	Nov	4:47	4:49	4:35	4:57	5:03	5:08	**5:09**	
	Dec	4:45	4:50	4:45	5:00	**5:01**	**5:01**	4:59	
Teens 12-17	Feb	3:33	3:40	3:15	3:36	**3:47**	3:46	3:42	3:08
	Mar	3:03	3:07	3:03	**3:35**	3:31	3:16	3:13	2:52
	Apr	3:17	2:56	3:08	**3:40**	3:25	3:21	3:04	
	May	2:45	2:43	2:35	**3:05**	3:01	2:47	2:45	
	Jul	3:43	3:28	3:39	4:05	3:53	3:54	**4:08**	
	Oct	3:01	2:47	3:13	**3:21**	2:48	3:06	2:50	
	Nov	3:17	2:55	3:13	**3:33**	3:13	3:22	3:00	
	Dec	3:23	3:06	3:31	**3:36**	3:24	3:24	3:06	
Children 2-11	Feb *	4:07	4:07	4:07	3:54	4:03	4:25	4:02	3:40
	Mar	**3:57**	3:49	3:40	**3:57**	3:53	3:52	3:43	3:20
	Apr	3:42	3:31	3:47	**3:58**	3:47	3:47	3:24	
	May	3:02	3:00	2:51	3:00	**3:20**	3:10	3:01	
	Jul	3:17	3:23	3:44	3:30	3:44	**3:47**	**3:47**	
	Oct *	3:32	3:23	3:12	3:14	3:22	3:25	3:05	
	Nov	3:52	3:40	3:31	3:41	3:54	**3:58**	3:45	
	Dec *	3:59	3:47	3:43	3:53	3:58	3:56	3:36	

All Time High

* Record set prior to **1980**

Source: Television Bureau of Advertising (TvB)
from data supplied by A.C. Nielsen

TIME SPENT VIEWING
Per TV Home--Per Day
Annual Averages

1950	4 hr. 35 min.	1970	5 hr. 56 min.
1951	4 hr. 43 min.	1971	6 hr. 2 min.
1952	4 hr. 49 min.	1972	6 hr. 12 min.
1953	4 hr. 40 min.	1973	6 hr. 15 min.
1954	4 hr. 46 min.	1974	6 hr. 14 min.
1955	4 hr. 51 min.	1975	6 hr. 7 min.
1956	5 hr. 1 min.	1976	6 hr. 18 min.
1957	5 hr. 9 min.	1977	6 hr. 10 min.
1958	5 hr. 5 min.	1978	6 hr. 17 min.
1959	5 hr. 2 min.	1979	6 hr. 28 min.
1960	5 hr. 6 min.	1980	6 hr. 36 min.
1961	5 hr. 7 min.	1981	6 hr. 45 min.
1962	5 hr. 6 min.	1982	6 hr. 48 min.
1963	5 hr. 11 min.	1983	7 hr. 2 min.
1964	5 hr. 25 min.	1984	7 hr. 8 min.
1965	5 hr. 29 min.	1985	7 hr. 10 min.
1966	5 hr. 32 min.	1986	7 hr. 8 min.
1967	5 hr. 42 min.		
1968	5 hr. 46 min.		
1969	5 hr. 50 min.		

Source: A.C. Nielsen Co.

Target Demo: WOMEN 18-49 & 25-54

Universe Estimate - 18-49 57,380,000
25-54 49,750,000

Time Spent With TV Daily

Women 18-49 4 hrs. 21 mins.
25-54 4 hrs. 41 mins.

TV Usage By Daypart[1]

		-----Avg. Minute % Viewing-----			
		Women 18-49		Women 25-54	
		%	TDI[2]	%	TDI[2]
Mon-Fri	7am-10am	11.2	101	12.3	111
	10am-1pm	15.2	120	15.6	123
	1pm-4:30pm	20.1	127	20.2	128
	4:30pm-7:30pm	26.4	89	28.5	96
Mon-Sun	7:30pm-8pm	40.0	95	43.6	104
	8pm-11pm	44.6	106	48.7	116
	11pm-11:30pm	28.1	109	31.4	122
	11:30pm-1am	16.2	113	17.5	122
Sat	7am-1pm	11.2	75	10.3	69
	1pm-4:30pm	15.7	89	16.6	94
	4:30pm-7:30pm	22.7	82	25.2	91
Sun	7am-1pm	11.9	81	12.6	86
	1pm-4:30pm	17.4	84	20.1	97
	4:30pm-7:30pm	29.9	91	33.4	102

[1] Based on EST, except EST + 3 hours in Pacific Territory

[2] Target Demo Index
The larger the index the greater the proportion of target demos to total viewers. (Persons 2+ = 100)

Source: A.C. Nielsen
NTI/NAD Report
March 1987